

Academic Year/course: 2022/23

29152 - ICT applied to Tourism

Syllabus Information

Academic Year: 2022/23

Subject: 29152 - ICT applied to Tourism

Faculty / School: 177 - Escuela Universitaria de Turismo

Degree: 616 - Degree in Tourism

ECTS: 6.0

Year: 1

Semester: First semester

Subject Type: Compulsory

Module:

1. General information

2. Learning goals

3. Assessment (1st and 2nd call)

4. Methodology, learning tasks, syllabus and resources

4.1. Methodological overview

The learning process that has been designed for this subject is based on the following:

The present subject of Information and Communication Technology (ICT) and Computer Science applied to tourism is conceived as a unique set of contents, worked under three fundamental and complementary forms: the theoretical concepts of each didactic unit, the resolution of problems or questions and the practices, supported in turn by another series of activities.

Methodology

Lecture

Expository classes by the teacher (theoretical supports of the subject) and participative classes by the students.

Practice session

The teacher solves problems or case studies for illustrative purposes.

Individual and/or group activities.

Implementation of practices and projects, either individually or in groups.

Tutorials

Monitoring of learning in which the teacher meets individually or in groups with students to guide their autonomous work.

Guided work or work that requires a very high level of advice from the teacher.

Resolution of students' doubts during the semester.

These tutorials may be face-to-face or virtual.

Autonomous work

Individual dedication of the student to the study of the subject and preparation of practices and projects.

Assessment

Presentation of projects and internships.

4.2. Learning tasks

The programme offered to the student to help him/her achieve the expected results comprises the following activities:

Class attendance 60 hours

Tutorial attendance 5 hours

Taking exams 10 hours
Autonomous student work: 75 hours

4.3. Syllabus

Part I. Online tools

Access to the university's software and communication systems
Moodle
Microsoft Software
Google Software
Other complementary tools

Part II. >ICTs in business management

Examples of ICT use in tourism
Hotel PMS. The management in accommodations.
Reservation and control systems in a hotel.

Part III. Web technology

Web concepts and terminology
Introduction to web servers
WordPress:
Content Management Systems: the WordPress CMS
File and directory structure
Topics
Plugins and widgets
Introduction to SEO and Search Engine Optimization
Online marketing tools: Google Analytics and Google Adwords

4.5. Bibliography and recommended resources

<http://psfunizar10.unizar.es/br13/egAsignaturas.php?codigo=29152>